

The National Lottery Promotions Unit (NLPU) has flexible roles that enable our people to give their best, broaden their skills and manage their career path. This job profile isn't intended to be an exhaustive list of your duties, rather it gives you an outline of what your role will involve. It will be for you to work with your colleagues to develop and shape your work in line with our strategic objectives and the objectives of the NLPU.



Digital Campaigns and Social Media Officer

Your role

In this position you will support the Digital Campaigns Manager (and the Heads of Campaigns) on the delivery of digital and social media campaigns to raise awareness of National Lottery funding to good causes throughout the UK. You will be responsible for the delivery of ongoing campaigns, using social media platforms, blogs and other relevant channels to create engagement, achieve reach and increase positivity towards our brand and manage any issues that may arise. You will ensure the NLPU's website, social media and other digital communications are continually maintained and developed to ensure that our audiences are informed, inspired and engaged.

Specialist knowledge, expertise and/or experience:

You will be expected to have experience of delivering digital communications campaigns; maintaining and developing website and social media content, including online video, using existing and emerging technologies and platforms, coupled with experience of implementing effective digital communications strategies. Digital and social media communications campaign experience targeted at young people (18-25 year-olds and involving sport will be considered advantageous)

Key duties and responsibilities:

- You will deliver, develop and continuously improve digital content (including copy, video and images), design and visual presentation across the NLPU's web and social media presence, supporting Heads of Campaigns, the Digital Campaigns Manager and working directly with colleagues on their campaigns, National Lottery distributors, Allwyn, DCMS, the Gambling Commission and National Lottery funded projects.
- Deliver, develop, monitor and continuously improve social media content including:
 - Commissioning and managing third party publishers or agencies to create engaging and appropriate content for distribution on their channels to achieve significant levels reach, impressions and engagements
- Creation and sharing of content and messaging about the work of National Lottery funded people, projects and campaigns through our social media channels.
- Identifying, developing and publishing engaging content and key messages through social media (particularly X, YouTube, Facebook, LinkedIn, Tik Tok and Instagram but potentially other channels as required by the organisation and according to shifts in digital communication trends).
- Assist in the delivery of our digital media strategy to build and grow audiences on National Lottery Good Causes communications channels and ensure National Lottery content is seen by as wide an audience as possible
- Daily monitoring of comments, questions and other engagement with National Lottery Good Causes on social media and developing responses accordingly, in collaboration with colleagues and relevant Heads and the Director of the unit.
- Providing advice and guidance to other staff, partner organisations, funded organisations and individuals to help them optimise their own social media activity.
- Work with organisations and individuals that we fund to showcase their work through our social media channels.
- Work closely with colleagues and assist with their needs on publishing on the website and social media channels; offering support, training and advice; ensuring quality, consistency and compliance with policies and publishing protocols; and acting as the organisation's first port of

call for all digital communications matters.

- Attend industry events, photocalls, PR opportunities launches, festivals, film locations, shoots and similar to cover on social media and gather video material for online features, often as the sole representative for the organisation.
- Effectively collaborate with National Lottery Community Fund's IT department and our web developers to ensure smooth technical running of National Lottery Good Causes website
- Work closely with colleagues from National Lottery distributors to ensure all funding content is accurate, up to date and clearly presented online.
- Work with the Digital Campaigns Manager to deliver improvements and innovation in our digital communications activity, proactively identifying potential improvements and solutions to known technical or content issues.
- Analyse web and social media traffic/activity and prepare regular reports that may be distributed to colleagues, NLPU Management Board and wider National Lottery family along with professional insight into how we might improve our communications. Provide evaluation of campaign and content performance through use of metric tools.
- Continually gather formal and informal user feedback and insight, through a variety of techniques, to inform potential improvements to all aspects of our digital communications, preparing technical recommendations for the Digital Campaigns Manager, NLPU colleagues and NLPU Management Board.
- Ensure our websites and all online content are compliant with all relevant regulations and legislation - for example web accessibility, GDPR and privacy.
- Support the maintenance of relevant internal digital communications documents, policies, procedures, guidance notes etc, ensuring they are up-to date, legally compliant, internally compliant and available to all staff.

Experience/knowledge:

- At least two years' experience in a social media role developing and implementing social media , web and digital communications campaigns - either in a large organisation or within a creative industry setting (e.g. a digital communications agency).
- Experience in producing creative and engaging social media campaigns for different channels with quantifiable evidence of success such as engaging targeted audiences or increasing brand awareness and positivity.
- Knowledge and understanding of established and emerging social media channels and their audiences.
- Project or campaign management skills with a successful track record of leading projects to delivery.
- Experience of commissioning agencies or platforms to create digital and social media content for a consumer audience
- Excellent ICT skills, including working knowledge of Web Content Management Systems, HTML, and software for Image, Video and Audio editing (e.g. Adobe Creative Suite, PhotoShop, Premiere Pro, Acrobat etc).
- Knowledge and experience of W3C Web standards, maintaining websites that are compliant with UK Disability Rights legislation and cross-browser / cross-platform compatibility.
- Knowledge of relevant legislation and regulations regarding data protection, as it pertains to online systems, mailing lists and other eMarketing, and experience of providing advice and guidance on these matters.
- Proven ability to train and brief other staff on web issues.

Skills/attributes:

- In-depth understanding of digital design, video production/editing, content management and development of effective communications in the digital medium.
- Excellent skills in writing for the digital environment and content management systems.
- Experience and understanding of communications through social media channels.
- Understanding of and interest in emerging technologies and developments in the digital space.
- Excellent communication skills
- Highly organised, with ability to self-plan and prioritise workloads with the ability to work under

pressure.

- Effective decision-making skills and enthusiasm to proactively develop and manage social media campaigns
- Use of analysis and evaluation tools to measure the effectiveness of social media content and the ability to produce weekly, monthly and annual reports with recommendations for improvement.
- Ability to develop relationships with multiple stakeholders and work collaboratively to create engaging social media content.

Our mindset

- I am passionate about more people becoming aware of the positive impact of the National Lottery
- I am committed to effective networking across and beyond the National Lottery
- I value the diversity and aspirations of communities and colleagues recognising the need to provide equality of opportunity
- I will listen, learn, provide and encourage feedback and challenge
- I am responsible and accountable for the work that I do
- I work flexibly and collaboratively to meet the needs of others
- I apply knowledge and experience to share my learning and make One National Lottery a success
- I want to make the National Lottery a great place to work

Your job family is	NLPU	Your directorate is	NLPU. You will report to Digital Campaign Manager
Your mode of working is	Hybrid working (based in the London office two days a week)	Your role template is	Digital Campaigns and Social Media Executive

